

## CLAIMS

1-45. (Cancelled)

46. (Previously Presented) A computer-implemented method for producing an augmented reality video comprising:

providing video data comprising images of a moving model plane having markers;

providing a three-dimensional image data model of a product;

determining a pose of the moving model plane according to the markers in the video data;

determining an image correspondence between the moving model plane having markers and the three-dimensional image data model; and

producing the augmented reality video by rendering the three-dimensional image data model of the product superimposed on the moving model plane in the video data.

47. (Previously Presented) The computer-implemented method of claim 46, wherein a rendering of the three-dimensional image data model has substantially the pose of the moving model plane.

48. (Previously Presented) The computer-implemented method of claim 46, further comprising scaling the three-dimensional image data model to the model plane according to the markers.

49. (Previously Presented) The computer-implemented method of claim 46, further

comprising rendering a shadow of the three-dimensional image data model on the model plane.

50. (Previously Presented) The computer-implemented method of claim 46, further comprising encoding hyperlink information into the augmented reality video, wherein the hyperlink information points to data corresponding to the product.

51. (Previously Presented) The computer-implemented method of claim 50, wherein encoded hyperlink information is activated by selecting a rendering of the three-dimensional image data model from the augmented reality video.

52. (Previously Presented) The computer-implemented method of claim 46, wherein the video data includes images of a human manipulating the pose of the model plane, wherein a rendering of the three-dimensional image data model is manipulated according to the pose of the model plane.

53. (Previously Presented) The computer-implemented method of claim 46, wherein the augmented reality video is produced in real time.

54. (Previously Presented) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for producing an augmented reality video, the method steps comprising:

- providing video data comprising images of a moving model plane having markers;
- providing a three-dimensional image data model of a product;
- determining a pose of the moving model plane according to the markers in the video data;

determining an image correspondence between the moving model plane having markers and the three-dimensional image data model; and  
producing the augmented reality video by rendering the three-dimensional image data model of the product superimposed on the moving model plane in the video data.

55. (Previously Presented) The machine to perform method of claim 54, wherein a rendering of the three-dimensional image data model has substantially the pose of the moving model plane

56. (Previously Presented) The machine to perform method of claim 54, further comprising scaling the three-dimensional image data model to the model plane according to the markers.

57. (Previously Presented) The machine to perform method of claim 54, further comprising rendering a shadow of the three-dimensional image data model on the model plane.

58. (Previously Presented) The machine to perform method of claim 54, further comprising encoding hyperlink information into the augmented reality video, wherein the hyperlink information points to data corresponding to the product.

59. (Previously Presented) The machine to perform method of claim 58, wherein encoded hyperlink information is activated by selecting a rendering of the three-dimensional image data model from the augmented reality video.

60. (Previously Presented) The machine to perform method of claim 54, wherein the video data includes images of a human manipulating the pose of the model plane, wherein a rendering of the three-dimensional image data model is manipulated according to the pose of the model plane.

61. (Previously Presented) A computer-implemented method for producing an augmented reality video comprising:

providing video data comprising images of a moving model plane having a marker, wherein the model plane is a substantially rectangular plane and the marker is a graphic disposed on an upper surface thereof;

providing a three-dimensional image data model of a product;

determining a pose of the moving model plane according to the markers in the video data;

determining an image correspondence between the moving model plane having markers and the three-dimensional image data model;

producing the augmented reality video by rendering the three-dimensional image data model of the product superimposed on the moving model plane in the video data, wherein a rendering of the three-dimensional image data model has substantially the pose of the moving model plane;

encoding hyperlink information into the augmented reality video, wherein the hyperlink information points to data corresponding to the product, wherein encoded hyperlink information is activated by selecting the rendering of the three-dimensional image data model from the augmented reality video;

converting the augmented reality video into a streaming video format; and  
streaming the augmented reality video having the streaming video format over a  
communications network to a computer for displaying the augmented reality video.

62. (Previously Presented) A computer-implemented method for producing an augmented reality video comprising:

providing video data comprising images of a moving model plane having a marker,  
wherein the model plane is a substantially rectangular plane and the marker is a graphic disposed  
on an upper surface thereof;

providing a three-dimensional image data model of a product, wherein the three-  
dimensional image data model is an animation;

determining a pose of the moving model plane according to the markers in the video data;

determining an image correspondence between the moving model plane having markers  
and the three-dimensional image data model;

producing the augmented reality video by rendering the three-dimensional image data  
model of the product superimposed on the moving model plane in the video data, wherein a  
rendering of the three-dimensional image data model has substantially the pose of the moving  
model plane;

encoding hyperlink information into the augmented reality video, wherein the hyperlink  
information points to data corresponding to the product, wherein encoded hyperlink information  
is activated by selecting the rendering of the three-dimensional image data model from the  
augmented reality video;

converting the augmented reality video into a streaming video format; and  
streaming the augmented reality video having the streaming video format over a communications  
network to a computer for displaying the augmented reality video.